



# MBA Radio Talent Institute

Missouri Broadcasters Association  
Northwest Missouri State University

**Monday, July 31, 2017**

1:30pm

Opening Comments

Matt Walker  
Assistant Professor/Director  
School of Communication  
and Mass Media  
Northwest Missouri State University

Mark Gordon  
President/CEO  
Missouri Broadcasters Association

Dan Vallie  
President, National Radio Talent  
System  
Founder, Vallie•Richards•  
Donovan Consulting, Inc.  
Practitioner in Residence  
Appalachian State University

Announcements & Agenda Preview

Leslie Murphy  
Advertising/Underwriting Director  
Northwest Missouri State University

2:00-3:15pm

*“Now is the Time to Start Thinking  
Like a Pro”*

John Zimmer President  
Zimmer Radio and Marketing Group  
Columbia /Jefferson City

3:30-4:45pm

“Radio’s Digital and Social Media”

Nick Bruns  
Marketing, Promotions  
& Digital Director  
Afternoon Host, 96.9 The Bull  
iHeartMedia Des Moines

5:00-6:00pm

Social Hour at **CARSON'S SPORTS GRILLE** with Industry Professionals

**\*Evening Assignment: RAB Training Module #1 – “The Role of a Radio Marketing Consultant”**





# MBA Radio Talent Institute

Missouri Broadcasters Association  
Northwest Missouri State University

## Tuesday, August 1, 2017

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	RAB Training Module: #2: <i>"Prospecting - Finding and Evaluating Prospects"</i>	Mike Rowen General Sales Manager Hubbard Radio St Louis
10:30-11:45am	RAB Training Modules: #3 – <i>"Getting First Call Appointments"</i> #4 – <i>"How to Conduct a Great Client Needs Analysis"</i>	Matt Saunders Market President iHeartMedia Springfield
11:50-12:50pm	Lunch	
1:00-2:15pm	RAB Training Modules: #5 – <i>"Elements of a Good Written Proposal"</i> #6 – <i>"The Difference between Features and Benefits"</i>	Joel McCrea Area Market President iHeartMedia Des Moines, IA
2:30-3:45pm	RAB Training Modules: #7 – <i>"Understanding Competitive Media"</i> #8 – <i>"Why Radio"</i>	Gary Exline GM Eagle Communications St. Joseph, MO
5:00-6:00pm	Social Hour at <b>CARSON'S SPORTS GRILLE</b> with Industry Professionals	

**\*Evening Assignment: RAB Module #9 – "Scheduling for Success" and #10 – "The Role of Creative"**





# MBA Radio Talent Institute

Missouri Broadcasters Association  
Northwest Missouri State University

**Wednesday, August 2, 2017**

**Game on...mic on**

8:00am	Board Bus for St. Joseph and Kansas City	
8:15am	Bus Departs NWMSU	
9:15am	Arrive at Kansas City Chiefs Training facility Missouri Western University St. Joe	
9:30-11:30am	<i>"Kansas City Chiefs Football &amp; Sports Broadcasting"</i>	Mitch Holthus Play-by-Play Kansas City Chiefs
11:30am	Lunch in St Joe	
12:15pm	Depart St Joe and head to KC	
1:15pm	Arrive Kaufman Stadium	
1:30-3:00pm	<i>"Broadcasting Kansas City Royals Baseball"</i>	Denny Matthews Play-by-Play Kansas City Royals
3:00pm	Depart for home plate at Northwest Missouri State University	

**\*Evening Assignment: RAB Training Modules:  
#11 – "The Best Presentations", #14 – "Making Money with RAB Resources", and  
NOTE: Modules #12 and #13 will be done *during tomorrow's session***





# MBA Radio Talent Institute

Missouri Broadcasters Association  
Northwest Missouri State University

## Thursday, August 3, 2017

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	RAB Training Modules: #12 – <i>“Addressing Objections and Closing”</i> #13 – <i>“More Sales through Buyer Style Identification”</i>	Scott Meier General Manager Mid-West Family Broadcasting Springfield
10:30-11:45am	<i>“How to Get in and Win”</i>	Dale Carter Morning Show Host & Program Director 94.1 KFKF Kansas City
12:00-12:50pm	Lunch	
1:00-2:15pm	<i>“Branding and Imaging a Radio Station On-Air and On-Line”</i>	Brady Goodman Morning Show Voice Over Talent 99.7 The Point KZPT Entercom Radio Kansas City
2:30-3:45pm	<i>“Engineering: RF and IT”</i>	John E. Beck Engineering Manager Bott Radio Network Overland Park, KS
4:00pm	Social Hour at <b>CARSON'S SPORTS GRILLE</b> with Industry Professionals	

**\*Evening Assignment: RAB Module #15 – *“The Fundamentals of Co-op Advertising”* and #16 – *“How to Find Alternative Revenue Sources.”***





# MBA Radio Talent Institute

Missouri Broadcasters Association  
Northwest Missouri State University

## Friday, August 4, 2017

6:00-9:00am	<i>"Taylor and Brady in the Morning"</i> Broadcasting <i>live</i> from the campus of NWMSU	Taylor McKay Co-Host  Brady Goodman Co-Host 99.7 The Point KZPT Entercom Radio Kansas City
9:00am	Announcements and Agenda Preview	Leslie Murphy
9:10-10:15am	<i>"Show Prep"</i>	Taylor and Brady
10:30-11:45pm	RAB Training Module #17: <i>"Goal Setting &amp; Time Management"</i>	John R. Beck, Jr. Sr. Vice President/General Manger Emmis Communications St. Louis
12:00noon	Lunch	
1:00-2:15pm	<i>"On-Air and Doing Music"</i>	Jeriney Music Director & Middays KRBZ 96.5 The Buzz Entercom Radio Kansas City
2:30pm	RAB <i>Radio Marketing Professional Certification</i> Exam	
4:00-5:00pm	Social Hour at <b>CARSON'S SPORTS GRILLE</b> with Industry Professionals	





# MBA Radio Talent Institute

Missouri Broadcasters Association  
Northwest Missouri State University

## Saturday, August 5, 2017

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	<i>"Music Scheduling – How &amp; Why"</i>	Greg Chance Regional Sr. Vice President Programming iHeartMedia Des Moines
10:30-11:45am	<i>"How to Get a Good Job"</i>	A.J. Sr. Vice President Programming iHeartMedia St. Louis Region
12:00-12:45pm	Air Check Sessions	





# MBA Radio Talent Institute

Missouri Broadcasters Association  
Northwest Missouri State University

## Monday, August 7, 2017

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Alan Furst Program Director KMBZ AM/FM Entercom Kansas City
10:30-11:45am	<i>"How to Do a Great Talk Radio Show"</i>	Rob Carson Founder/CEO Broadcaster/Podcaster/Blogger/ Talk Show Host & Syndicated Comedy Writer Kansas City
12:00noon	Lunch	
1:00-2:15pm	<i>"Basics of Doing a Great Music Radio Show"</i>	Scott Roddy Program Director 106.5 The Arch & 92.3 WIL Hubbard Radio St Louis
2:30-3:45pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Leigh McNabb Program Director & Midday Host 99.7 The Point KZPT Entercom Radio Kansas City
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social Hour at <b>CARSON'S SPORTS GRILLE</b> with Industry Professionals	





# MBA Radio Talent Institute

Missouri Broadcasters Association  
Northwest Missouri State University

## Tuesday, August 8, 2017

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	<i>"Basics of Great Voice Work and Production"</i>	Brian Peck Voice Over Actor Lee's Summit, MO
10:30-11:45am	<i>"Writing for Radio"</i>	Miles Ramsay Production Director Eagle Communications St. Joseph
12:00noon	Lunch	
1:00-2:15pm	<i>"On-Air: Developing Your Voice, Your Style...You"</i>	Steve Serrano Air Talent & Program Director Steel City Media Kansas City
2:30-3:45pm	<i>"Adjusting from College to the Pros"</i>	Cameron Moore Air Talent & Imaging Director 105.1 The Bull Mid-West Family Broadcasting Springfield  Kait Wade Account Executive 92.3 WIL / 106.3 The Arch / 101 ESPN Hubbard Radio St. Louis
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social Hour at <b>CARSON'S SPORTS GRILLE</b> with Industry Professionals	







# MBA Radio Talent Institute

Missouri Broadcasters Association  
Northwest Missouri State University

## Wednesday, August 9, 2017

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	<i>"What the Program Director Looks for In You"</i>	Mike O Reilly Program Director & Afternoon Drive Host 95.7 The Vibe KCHZ Cumulus Media Kansas City
10:30-11:45pm	<i>"What You Have to Know to be the PD"</i>	Jules Riley Program Director & Brand Manager 103.3 KLOU / 97.3 The Bull iHeartMedia St Louis
12:00noon	Lunch	
1:00-2:15pm	<i>"Your and Your Broadcasting Career"</i>	Bud Walters President Cromwell Radio Group Nashville, TN
2:30-3:00pm	Closing Comments	Mark Gordon President/CEO Missouri Broadcasters Association  Dan Vallie President National Radio Talent System

